

PIZARRA BRAND STYLE GUIDE

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OUR BRAND

MISSION

AT PIZARRA, OUR MAIN GOAL IS TO TRANSFORM YOUR INITIAL IDEAS INTO THE PERFECT FORMULA.

WE UNDERSTAND THAT IDEAS SOMETIMES NEVER LEAVE THE WHITEBOARD, BUT WITH THE RIGHT SWIFT, THEY CAN BECOME THE PERFECT PRODUCT.

THAT'S WHAT PIZARRA OFFERS YOU, TO NOT ONLY TAKE YOUR IDEAS OUT OF THE BOARD.

BRAND STORY

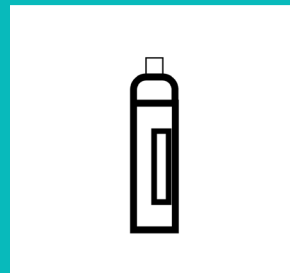
PIZARRA INC. WAS BORN FROM THE BRAINSTORMING OF OUR MINDS IRONICALLY IN ORDER TO FIND A NAME WE STARTED ON A WHITEBOARD AND REALISED THAT ALMOST EVERY COMPANIES IDEAS ARE BORN ON A WHITEBOARD AND THEN THEY GROW INTO BIGGER PROJECTS AND SOMETHING REAL.

THUS WE WANTED TO CONVEY THE SIMPLICITY OF OUR COMPANY'S WORK AS WELL AS THE DEDICATION INTO TRANSFORMING A BASIC IDEA INTO A GREAT PRODUCT.

LOGO



USING OUR ICON



OUR ICON IS A SHORTER VERSION OF OUR LOGO. USE THE ICON ON ITS OWN ONLY IF YOU DO NOT HAVE ENOUGH ROOM FOR THE FULL LOGO.

ALTHOUGH THE ICON CAN EXIST WITHOUT THE WORDMARK, THE WORDMARK SHOULD NEVER EXIST WITHOUT THE ICON.

EXCLUSION ZONE



LOGO MISUSE

IT'S IMPORTANT THAT IN OUR LOGO THE APPEARANCE REMAINS THE SAME IN ALL OCCASIONS. THE LOGO CANT BE MISINTERPRETED, MODIFIED, OR ADDED TO. ITS ORIENTATION, COLOR, AND COMPOSITION SHOULD STAY AS INDICATED IN THIS DOCUMENT, THERE ARE NO EXCEPTIONS.



DO NOT ROTATE THE LOGO



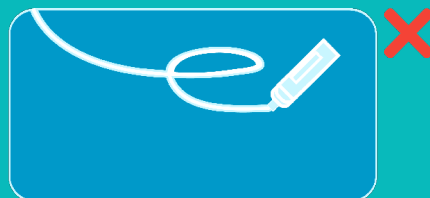
DO NOT CHANGE THE COLOR OR TONE OF THE LOGO



DO NOT DISTORT OR WARP THE LOGO IN ANY WAY



DO NOT PLACE LOGO ON BUSY BACKGROUNDS



PIZARRA

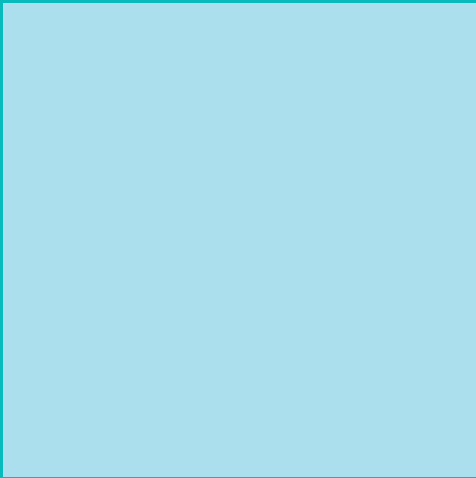
DO NOT STACK THE WORDMARK



PIZARRA

DO NOT SEPERATE THE TEXT FROM THE LOGO

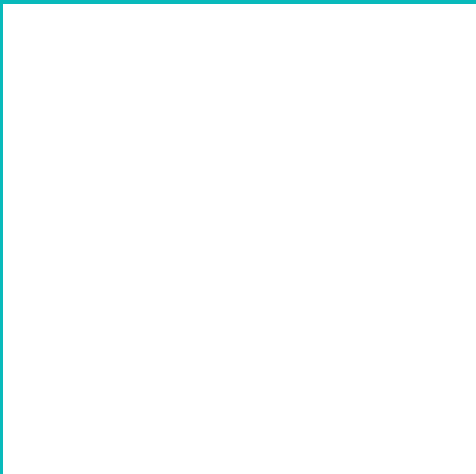
COLORS



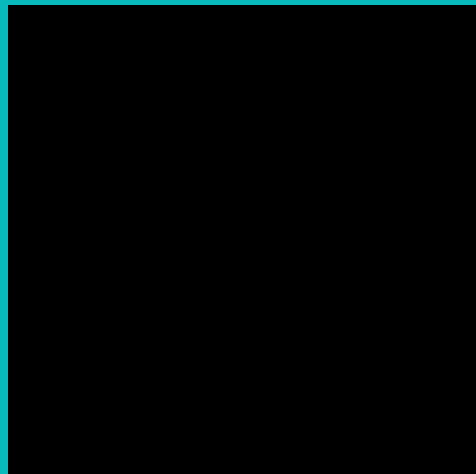
#C8E2EF
R200 G226 B239
C15 M5 Y0 K6



#009ACB
R0 G154 B203
C15 M5 Y0 K6



#FFFFFF
R255 G255 B255
C0 M0 Y0 K0



#000000
R0 G0 B0
C0 M0 Y0 K100

OUR COLOUR PALETTE IS AN ESSENTIAL TOOL IN
BUILDING
A DISTINCTIVE AND RECOGNISABLE BRAND IDENTITY.

FONTS

GILROY LIGHT

FOR THE PLAIN TEXTS THE FONT GILROY LIGHT IS USED. THIS IS THE MOST USED FONT IN THE CORPORATE IDENTITY, BECAUSE IT IS EASY TO READ AND THEREBY COMPLIMENTS THIS FONT WITH ITS CONTRAST FONT; GILROY EXTRA BOLD.

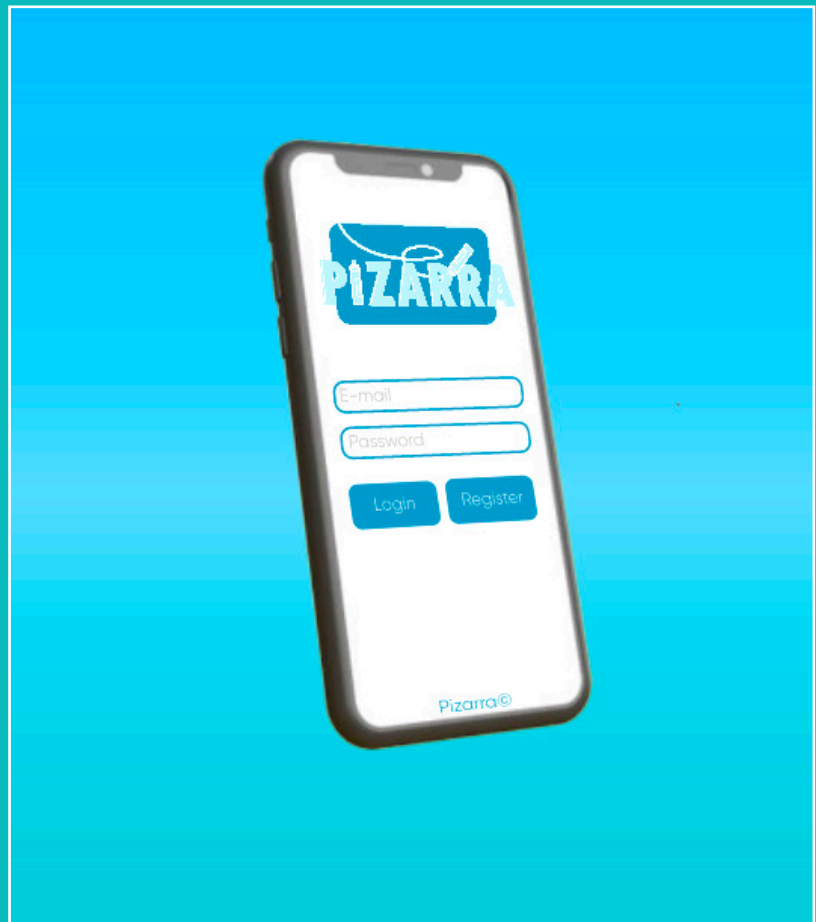
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GILROY EXTRABOLD

THIS VARIANT OF THE GILROY FONT IS MAINLY USED FOR HEADERS, TO MAKE SURE TO MAKE IT STAND OUT, BUT ALSO TO PROVIDE IMPORTANT INFORMATION TO HIGHLIGHT OR TO ENHANCE AESTHETICS USAGE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

APPLICATION EXAMPLES



THANK YOU!